

**Amendments to the Abstract:**

Please replace the Abstract with the following rewritten Abstract:

-- ~~The present invention relates to~~ A retail merchandising apparatus is for use with a pallet stackable with merchandise items arranged in multiple layers thereon to form a loaded pallet. The apparatus includes pallet support means for bearing the loaded pallet and lifting means operatively connected to the pallet support means for moving the pallet support means between a lowered position and a raised position. An open-topped housing accommodates the pallet support means and the lifting means mounted therein. The housing has upstanding housing walls. The retail merchandising apparatus further includes display means associated with the housing for placing a promotional message on an outwardly directed housing face within view of a customer. When bearing a loaded pallet, the pallet support means is positionable within the housing such that a portion of the merchandise items carried on the loaded pallet protrudes from the top of the housing within view of the customer. --